

Message Text

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PAGE 01 JIDDA 04990 180715Z

ACTION AGRE-00

INFO OCT-01 EUR-12 NEA-10 ISO-00 EB-07 COME-00 TRSE-00

CIAE-00 INR-07 NSAE-00 HEW-06 L-03 PA-02 PRS-01

USIA-15 STR-04 EPG-02 /070 W

-----096075 180806Z /20

R 180510Z JUL 77

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 8963

INFO AMEMBASSY ATHENS

UNCLAS JIDDA 4990

E.O. 11652: N/A

TAGS: ECSM, EPAP, ETRD, BBSR, BEXP, SA

SUBJ: QUALITY CONTROL AND SAUDI LABELING REQUIREMENTS ON FOOD IMPORTS.

1. THE MINISTRY OF COMMERCE ANNOUNCED IN THE LOCAL PRESS OF JULY 10, 1977 THE NEED FOR LOCAL IMPORTERS TO ADHERE TO LABELING REQUIREMENTS ON IMPORTED FOODSTUFFS, CANNED OR PACKAGED, AND DETAILED SUCH REQUIREMENTS. REGULATIONS REGARDING THESE REQUIREMENTS GO BACK TO 1975 AND 1976 BUT IN THE HEAVY INCREASE OF IMPORTS IN THE PAST YEAR MANY FIRMS WERE NEGLECTING THE REGULATIONS AND GETTING IMPROPERLY LABELED GOODS INTO THE MARKET. NOW THAT SOME NORMALITY HAS RETURNED TO THE PORT, CUSTOMS HAS REFUSED CLEARANCE OF GOODS NOT LABELED PROPERLY, ON JULY 13, 1977 THE EMBASSY CONFIRMED THE MINCOM ANNOUNCEMENT.

2. THE FOLLOWING ARE THE ARABIC LABELING REQUIREMENTS ON FOOD PACKAGES, CANS AND CARTONS.

A) CONTENTS AND INGREDIENTS

B) NET WEIGHT

C) NAME AND ADDRESS OF MANUFACTURER OR PACKER OR IMPORTER

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 JIDDA 04990 180715Z

D) DATE AND PLACE OF PRODUCTION

E) COUNTRY OF ORIGIN

F) EXPIRATION DATE OR SHELF LIFE

3. BURDEN OF COMPLIANCE RESTS ON LOCAL MERCHANTS AND IMPORTERS. MINISTRY OF COMMERCE HAS SUGGESTED THAT THEY INCLUDE THESE PROVISIONS IN AGREEMENTS

WITH FOREIGN SUPPLIERS AS WELL AS ON LETTER OF CREDIT.

4. COMMENT: EVEN IN THE BEST JIDDA SUPERMARKETS IT IS NOT UNUSUAL TO SEE PACKAGED U.S. CEREALS WITH COUPONS NOTHING THAT "THIS OFFER EXPIRES IN 1975." CANS OF TOMATO PASTE AND OTHER VEGETABLES HAVE BEEN KNOWN TO EXPLODE ON OPENING, MANY GOODS ARE ERRONEOUSLY LABELED AND APPEAR TO BE REJECT CLEARANCE LOTS PURCHASED AT "BARGAIN" PRICES BY SAUDI IMPORTERS. THERE HAVE BEEN SOME CASES OF FOOD POISONING. THE SAG IS MAKING IT ENCUMBENT ON LOCAL MERCHANTS TO COMPLY WITH REGULATIONS. EMBASSY HOPES TO OBTAIN SOON LOCAL FORMS ISSUED BY SAUDI STANDARDS ORGANIZATION AND WILL POUCH WITH TRANSLATION TO COMMERCE AND AGRICULTURE AS SOON AS AVAILABLE.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: LABELING, IMPORTS, FOODS
Control Number: n/a
Copy: SINGLE
Sent Date: 18-Jul-1977 12:00:00 am
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977JIDDA04990
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770254-0741
Format: TEL
From: JIDDA
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1977/newtext/t19770748/aaaabpde.tel
Line Count: 79
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Litigation History:
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Office: ACTION AGRE
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
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Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1832415
Secure: OPEN
Status: NATIVE
Subject: QUALITY CONTROL AND SAUDI LABELING REQUIREMENTS ON FOOD IMPORTS.
TAGS: ECSM, EPAP, ETRD, BBSR, BEXP, SA
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/0ce4356a-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009